

ORDER

KSNV

Orders
Order / Rev: 101888
Alt Order #: 06815348
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1186
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 05/21/12 / 09/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Ocegura for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	68	\$22,020.00	\$18,717.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$22,020.00	\$18,717.00	0.00
Totals	68	\$22,020.00	\$18,717.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$22,020.00
Market	100%	\$110,100.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$28,626.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,121.00
KTUD	1%	\$1,101.00
KVVU	22%	\$24,222.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,010.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/Wa	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
				M-F 5-6a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	MTWTF--		4		\$135.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 at 4 (1/2 hr) News 3 at 4															
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$250.00		0.00			
E 14	KSNV	10/09/12	10/15/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$250.00		0.00			
E 15	KSNV	10/09/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.003		0.00	NM	5	\$1,875.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$375.00		0.00			
E 16	KSNV	10/09/12	10/15/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$350.003		0.00	NM	4	\$1,400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$350.00		0.00			
E 17	KSNV	10/09/12	10/15/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$225.004		0.00	NM	4	\$900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$225.00		0.00			
E 18	KSNV	10/13/12	10/13/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$135.003		0.00	NM	1	\$135.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$135.00		0.00			
E 19	KSNV	10/09/12	10/09/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$900.004		0.00	NM	1	\$900.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$900.00		0.00			
E 20	KSNV	10/10/12	10/10/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$850.003		0.00	NM	1	\$850.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$850.00		0.00			
E 21	KSNV	10/12/12	10/12/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$750.003		0.00	NM	1	\$750.00
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$750.00		0.00			
E 22	KSNV	10/13/12	10/13/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
LAW & ORDER: SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
E 23	KSNV	10/09/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$375.00		0.00			
E 24	KSNV	10/13/12	10/13/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
E 25	KSNV	10/14/12	10/14/12		CM	11pm-1135pm	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00

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Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$350.00		0.00			
E 26	KSNV	10/09/12	10/15/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$185.00		0.00			
E 27	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.003		0.00	NM	1	\$450.00
Saturday Night Live															
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$450.00		0.00			
E 28	KSNV	10/14/12	10/14/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.004		0.00	NM	1	\$4,000.00
NFL Football															
SUN NT FB: GB @ HOUSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$4,000.00		0.00			
													Totals	68	\$22,020.00